



November 2003

Volume 4, Number 6



News from the Tobacco Prevention and Control Program

New anti-tobacco youth ads launched

Kids in Washington state are now seeing new ads that will discourage them from joining the "club" of smokers.

The ads are the third set developed by the Department of Health specifically to target youth. They will run on TV, radio, the Internet, billboards, buses, and at places kids hang out, such as malls, youth centers, and summer camps until next September.

The concepts for the ads were suggested by county contractors and Sedgwick Rd., the state's advertising firm, and selected by more than 60 kids in a series of focus groups this summer.

"The effectiveness of our advertising efforts lies in the extensive research we did with Washington state youth," said Terry Reid, Tobacco Program manager.

"Our ads speak directly to youth who are at risk for smoking, with messages specifically designed to get their attention and give them the hard facts."



The new ads, which are targeted at kids age 9-14, spotlight long-term tobacco addiction because the latest information revealed that, while many at-risk kids are bored or discouraged with their lives now, they have faith in a brighter future. The idea that they could be trapped in a cycle of misery and disease as an adult was extremely compelling.

The new ads dramatize smoking's inevitable betrayal and the slippery slope of addiction. One of the ads features a group of kids who unwittingly jump on what appears to be a cool, rock-band tour bus, only to discover that the creepy, smoke-filled vehicle is full of hacking, disease-ridden smokers. The second depicts a group of kids smoking in a dark alley just outside what looks like an exclusive nightclub. In a Hansel and Gretel-like turn of events, the kids are invited in only to find that the club is actually a kind of holding cell for smokers on the long, slow road to debilitating disease and death.

To view the ads, go to www.UnfilteredTV.com.

For more information, contact Susan Zemek at 360-236-3634 or susan.zemek@doh.wa.gov

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Save the date

The Washington Tobacco Prevention and Control Program's 2004 conference – "Changing the Environment: Policies, People, Practices" – will be held March 23-25 at the SeaTac DoubleTree Hotel. Conference registration will begin in January and is open to all community, tribal, disparities, and Educational Service District contractors as well as other partners in tobacco prevention and control.

A conference overview, tentative schedule, and hotel information is available at www.wright-comm.com/tobaccoconf.

Strategic planning

The Tobacco Program is leading the process for updating the Washington State Tobacco Prevention and Control Plan. As a first step, the program asked stakeholders for input on some key questions. The information will be considered by a diverse group of partners at a planning meeting this month. That group will then recommend strategic priorities for action in the next three to five years.

For more information, contact Terry Reid at 360-236-3665 or terry.reid@doh.wa.gov

Tobacco Program organizational changes

There are many changes in staffing and organizational structure coming for the state Tobacco Prevention and Control Program in the next few months.

The Tobacco Program has been repositioned on the state Department of Health's organization chart. It has been within the Chronic Disease Prevention and Risk Prevention unit, but with that unit experiencing unprecedented growth, the program now is directly under the Community Wellness and Prevention Office, which is managed by Linc Weaver.

"The department leaders felt the Tobacco Program has stabilized after three years of implementation and that Mary Frost's time could be better spent mentoring some newly funded programs within the chronic disease unit," said Terry Reid, the Tobacco Prevention and Control Program manager. "We will really miss Mary's insights. She was invaluable in launching the program and guiding it during its startup phases."

Staff in the tobacco program also will be moving around. The program welcomes a new administrative assistant, Jennifer Dodd, who joins the program after serving several years supporting the state Board of Health.

“Jennifer has a wealth of experience managing large meetings, which will come in handy for the Tobacco Program,” Reid said.

While the program welcomes Jennifer, it will be saying goodbye to Tamatha Thomas-Haase. Tamatha will be scaling back from full-time work on Nov. 14 but continue part-time to assist with the transition to a new cessation specialist.

“Tamatha has done some incredible work and really will be missed,” Reid said. “She’s a critical thinker who has been responsible for integrating and developing cessation services and the Tobacco Prevention Resource Center.” Recruitment for a new cessation specialist will begin soon.

Finally, the program will be hiring a new community contract specialist by the first of the year. The new contract specialist will be taking over management of the county contracts handled by Tom Wiedemann and David Harrelson. Tom will focus his energies on policy and enforcement activities, including secondhand smoke, youth access, and the youth action teams. Dave will focus on managing the contractors for the new disparities community contracts and for the 26 tribes, and on integrating disparities work into the program.

“Growth and change always create a few challenges,” Reid said, “but I’m optimistic we will have a smooth transition.”

Teens Against Tobacco Use mini-grants available

The Department of Health, in collaboration with the American Lung Association of Washington, is funding mini-grants to Teens Against Tobacco Use (T.A.T.U.) groups throughout the state. The grants are awarded in increments of up to \$500 and can be used for youth-driven events and activities around tobacco prevention.

The application deadline is November 24. Winners will be announced the week of December 16 and all projects must be completed by June 15, 2004.

Applications are available for trained T.A.T.U. groups at www.alaw.org or by contacting your local American Lung Association of Washington Tobacco Control coordinator at 800-732-9339.

New academic program at University of Washington

A new *Tobacco Studies in Public Health Program* and a companion *Tobacco Scholars Program* have been established in the University of Washington School of Public Health and Community Medicine, Department of Health Services. The programs are funded through the American Legacy Foundation under a nationwide initiative that aims to produce public health professionals with expertise in tobacco control issues and a dedication to the field.

For more information about this exciting opportunity, visit the [program Web site](#).

News from the Tobacco Prevention Resource Center

Technical assistance is now offered by the Tobacco Prevention Resource

Center, in addition to its information, speakers bureau, and training services.



The resource center Web site, www.tobaccoprc.org, contains up-to-date information about available assistance. The site is password protected. To register for access, email Kirsten Harris at kirstenh@jba-cht.com with your name, agency/organization, and user name and password (case sensitive). Registration confirmation will be emailed to you.

The resource center assists Tobacco Program contractors and key stakeholders in building community and organizational capacity to develop and implement effective tobacco prevention and control programs and policies.

Technical assistance now available

“Technical Assistance Process,” a description of technical assistance offered by the resource center, “Technical Assistance Request Form,” and information about how to become a technical assistance consultant now are available at www.tobaccoprc.org. Technical assistance requests must be made at least six weeks before the desired start date to ensure sufficient time to process the request.

For more information about technical assistance, contact Wendy Nakatsukasa-Ono at 206-447-1755 or wono@jba-cht.com.

2003-2004 training schedule

Date	Topic	Location
Nov. 19, 2003	Tobacco Control - Parental Control	Moses Lake
Dec. 3	Tobacco Control - Parental Control	Vancouver
Dec. 17	Policy Enforcement	SeaTac
Jan. 14, 2004	Working with Diverse Populations	SeaTac
Jan. 28	Behavior Change and Intervention	Seattle
Feb. 11	Making the Economic Case for Cessation	Vancouver
Feb. 25	Working with Latino/Hispanic Communities	Tri-Cities
March 11	Media Literacy	Tacoma
April 21	Behavior Change and Intervention	Spokane

For more information about trainings, visit www.tobaccoprc.org or contact LaJuana Locklin at 206-447-1755 or llocklin@jba-cht.com.

Youth rally at summit

More than 450 youth from around the state gathered at the annual Washington State Prevention Summit, Oct. 23-25 at the Yakima Convention Center.

Several hundred of them participated in the second annual "Traffic Jam," marching down Yakima Avenue during rush hour to demonstrate their opposition to being targeted by the tobacco industry. All three Yakima television stations covered the event.



The summit also included more than 400 adults, who attended sessions on topics such as substance abuse prevention, a specific marijuana track, underage drinking, and working with youth. Youth session topics included media advocacy, community mobilization skills, peer-to-peer education, and refusal skills.

For more information, contact Tom Wiedemann at 360-236-3643 or tom.wiedemann@doh.wa.gov.

School administrators strengthen youth tobacco policy

The Washington Association of School District Administrators recently strengthened its sample tobacco policy by adding language prohibiting student possession of tobacco on school property. In the past, the policy only stated that students couldn't use tobacco on school grounds but didn't mention possession.

The Tobacco Prevention and Control Program's school section, which includes representatives from nine Educational Service Districts, initiated the policy discussion and assisted the administrators association in developing new policy language. In addition, the Tobacco Program worked with the Educational Service Districts to create a model procedure to implement the new policy.

The sample tobacco policy, and procedures to implement it, is purchased from the association by many school districts for use in developing local policies. The policy change came about as a result of the Tobacco Program school section's year-long focus on establishing stronger school-based policies.

For more information, contact Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov.

Teens Against Tobacco Use program evaluation

Teens Against Tobacco Use (T.A.T.U.) coordinators are recruiting 400 high schools students to participate in an evaluation of the program's effectiveness in increasing youth resistance to tobacco use. The American Lung Association of Washington and the Department of Health are conducting the evaluation.

The students will be divided into a control group and an intervention group. Each will have similar exposure to variables such as school tobacco curriculum and media messages, but the intervention group also will participate in the T.A.T.U. program. At the conclusion of the study, participants will be measured for their level of resistance to using tobacco.

To participate in the evaluation, contact your regional T.A.T.U. coordinator or Carla Huyck at 360-236-3678 or carla.huyck@doh.wa.gov.

Who's who at Washington Tobacco Quit Line?

Getting help from the Washington Tobacco Quit Line is as easy as a phone call to 1-877-270-STOP or 1-877-2NO-FUME. Making it easy and convenient for the thousands who call each year requires many hands working in concert behind the scenes. To learn more about some of the key players at the Center for Health Promotion, the organization that manages the quit line under contract to the Department of Health, go to [Who's Who listing](#).

2004 Kick Butts Day

"Stand Out, Speak Up, Seize Control" is the theme for the ninth annual Kick Butts Day, scheduled for March 31, 2004. This year's event will feature new activities based on input from youth advocates, and the new activity guide will debut at the National Conference on Tobacco or Health in December. Kick Butts Day event organizers will soon be able to register their events and order materials on the official Web site.

For more information, visit Tobacco Free Kids at www.kickbuttsday.org.

Great American Smokeout coming soon

This year's Great American Smokeout, sponsored by the American Cancer Society, will be held nationwide on Thursday, November 20. The event is aimed at getting smokers to quit at least for one day.

For more information, visit the [American Cancer Society Web site](#). Get a list of local Great American Smokeout activities at UnfilteredTV.com.

Web updates

The Tobacco Program is undertaking a series of changes to both the public and contractor sections of the Web site. These changes are aimed at enhancing the content and making the sites more user-friendly. Please be on the lookout in the next couple of months for these changes.

For more information, or if you have suggestions for things you'd like to see on the site, contact Wright Communications Inc. at 360-943-3642 or wright2@olywa.net.

Submissions for future newsletters

Submissions from Tobacco Program contractors and partners for inclusion in future newsletters are always welcome. Send information about projects, tobacco-related local news items, and other information to share with tobacco prevention colleagues to Wright Communications Inc. at wright2@olywa.net or 360-943-3642.

Need photos

Photographs of contractors' 2003 tobacco prevention events and activities are needed for possible inclusion in a video presentation to be shown at the Tobacco Program's 2004 conference, March 23-25. Digital photos smaller than 4 mg total file size can be submitted by email to wright2@olywa.net. Larger files (on cd) and photographic prints can be mailed to Wright Communications Inc., 1615 E. Fourth Ave., Olympia, WA 98506. Include return address information if you'd like your submissions returned.

New email address for data requests

The Tobacco Program's assessment and evaluation section has a new address for data requests and evaluation questions: tobacco.evaluation@doh.wa.gov. When requesting information, contractors also should email their contract manager.

Online news and information

The current issue of *O2 magazine*, produced by Teen Media Futures, is now available. [View O2 magazine.](#)

The latest issue of the *Tobacco Free Press*, produced by the Association of State and Territorial Health Officials, is now available. [View the Tobacco Free Press.](#)

Registration is open for the 2003 National Conference on Tobacco or Health, Dec. 10-12, in Boston. For more information, visit the [conference Web site](#).

The Tobacco Technical Assistance Consortium (TTAC) provides a regular newsletter with helpful information on tobacco control. The consortium builds capacity to achieve effective tobacco prevention and control programs and policies. [View TTAC Exchange newsletter.](#)

The third edition of *The Unfiltered Truth*, Joelle Publishing's newsletter that examines the sale, marketing, up-take, addiction, and cessation of tobacco products, is now available. [View The Unfiltered Truth.](#)

Those interested in educating about smoke-free dining can find a tremendous amount of information about smoke-free restaurants and the dangers of secondhand smoke at the Tobacco Scam Web site. [Visit Tobacco Scam.](#)

In the news

Lighting up linked to bad grades (October 29)

A new study makes a connection between schools with poor academic ratings, smoking, and asthma. [Read the full story.](#)

Tobacco titans Reynolds, Brown announce merger (October 28)

R.J. Reynolds and Brown and Williamson will be merging to be more competitive. [Read the full story.](#)

Smoking linked to multiple sclerosis (October 27)

New research has found smokers are up to three times as likely to develop multiple sclerosis as nonsmokers. [Read the full story.](#)

California town stubs out smoking on beach (October 26)

A California town is the first in the nation to ban smoking on its beaches. [Read the full story.](#)

Lung cancer rates soaring among women in France (October 22)

The number of female deaths from lung cancer has more than doubled in the last 20 years. [Read the full story.](#)

Nursing students more likely to light up (October 21)

A new study says nursing students are more likely to smoke and be addicted than medical students. [Read the full story.](#)

Breast cancer survival better if smokers quit (October 20)

Women with breast cancer who smoke are significantly more likely to die than those who quit or have never smoked. [Read the full story.](#)

French launch anti-smoking campaign (October 16)

The French government has launched an aggressive anti-smoking campaign using a multi-pronged strategy. [Read the full story.](#)

Promotion aims to curb secondhand smoke (October 13)

Snohomish county distributed 15,000 pledge packets to area residents warning about the dangers of secondhand smoke. [Read the full story.](#)

Black male smoking rates fall to nearly equal that of white men (October 10)

For the first time, smoking rates among black men have dropped to almost that of white men. [Read the full story.](#)